

The Concept of a Digital Entrepreneur and its Prospects in a Market Economy

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Abstract: This article discusses the concept of a digital entrepreneur and its prospects in a market economy. In connection with the development of digital entrepreneurship, technologies, means of information communication and the Internet, new types of economy are presented. The article analyzes the basic nature, content of digital entrepreneurship and their impact on the economy. The prospects of digital entrepreneurship are scientifically substantiated in this topic.

Keywords: Small business, private entrepreneurship, Digital economy, digital entrepreneur, global markets, business models, digital technologies, e-commerce, online markets.

Introduction

In a market economy, digital entrepreneurship is one of the important topics related to the new direction and development of the economy. Digital entrepreneurship consists of a number of practices that have developed along with the growth of technology, mass media and the Internet and take into account their impact in various sectors of the economy. This is evident in areas such as practice, automation in business operations, data analytics, online sales, personal customer relationships, personalization of marketing strategies, etc.

The basic nature of digital entrepreneurship requires the use of digital tools to manage economic activity using devices and equipment such as external and internal technologies, management systems, data analytics, online shopping and sales systems, various service platforms, etc.

The prospects of digital entrepreneurship are also important. These prospects include the expansion of workplaces and enterprise collaboration systems, the development of unified platforms and interconnections, increased automation, updates to data processing and analytics, economic implementation, updates to payment systems, digital currencies and blockchain technology.

The main part. In a market economy, digital entrepreneurship is one of the new types of economic activity. This includes methods related to the expansion and growth of numbers, data, media and the Internet in an entrepreneurial environment. Digital entrepreneurship requires the use of digital tools for business development and management.

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Thus, the essence of digital entrepreneurship is the integration of enterprises with technology, data, analytics and communication tools. With this help, businesses will be able to analyze data, personalize their marketing strategies, bring organizations closer to customers and create opportunities for selling and delivering products and services online.

The prospects of digital entrepreneurship are also important. These prospects include the development of digital platforms and interconnections, increased automation, updates to data processing and analytics, economic implementation, updates to payment systems, digital currencies and blockchain technology. These prospects of digital entrepreneurship ensure the development of enterprises, the expansion of their interaction in cooperation systems through unified platforms and interconnections, as well as the implementation of reforms in various spheres of economic activity.

The concept of digital entrepreneurship and its prospects in a market economy, leading to promising development in various directions. We can indicate the following promising areas:

- Automation and Robotics: includes innovations and innovations in the field of digital entrepreneurship, automation and robotics. Promising developments in this direction are aimed at the development of automated production of enterprises' products, automation of services, the use of robotics in enterprises and the development of production processes.
- Data Analytics and Accounting: Digital entrepreneurship also includes promising developments in data analytics and accounting. Promising developments in this direction are aimed at enabling enterprises to use data for their analysis and offer customized products and services to customers and mass customers.
- Internet of Things (IoT) and smart technologies: promising developments in the field of digital entrepreneurship, including the Internet of Things (IoT) and smart technologies. Promising developments in this direction are aimed at fully optimizing the activities of enterprises through interactive communication with customers through smart devices and IoT systems, collecting and using data interacting with products and services of enterprises.
- E-commerce and Online Commerce: Promising advances in digital entrepreneurship are visible in both e-commerce and online commerce. Promising developments in this direction are aimed at providing customers with products and services on the Internet using online sales platforms of enterprises, strengthening personal relationships with customers and optimizing sales processes.

Conclusions and suggestions. The article expands the concept of digital entrepreneurship and its prospects in a market economy. Digital entrepreneurship, considered as a new direction of the economy, includes methods related to the development of technology, mass media and the Internet.

It manifests itself in such forms as practice, automation in the activities of enterprises, data analytics, online sales and purchases, personalization, personal relationships with customers, adaptation of marketing strategies to the principles of digital entrepreneurship.

The essence and components of digital entrepreneurship will be analyzed in the article. The main essence of entrepreneurship is connected with the integration of numbers, data, communication tools and the Internet. This includes practices such as processing and analyzing enterprise data using technology and data analytics, developing online shopping and sales systems, as well as creating opportunities to connect with customers in management.

The prospects of digital entrepreneurship are also shown in the article. Among them are such important issues as the expansion of jobs and corporate cooperation, the development of unified platforms and interconnections, the growth of automation, updates in data processing and analytics, economic

implementation and quality improvement, updates in payment systems, digital currencies and blockchain technology.

For this reason, the article provides important information about the role and prospects of digital entrepreneurship in the economy. It is the themes, essence, components and prospects of entrepreneurship that have developed in a market economy and are of great importance in the transformation of economic activity.

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